

MODEL PENINGKATAN *REVISIT INTENTION* PADA HOTEL *RESORT* DI
INDONESIA

DISERTASI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh
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MODEL OF IMPROVING REVISIT INTENTION AT RESORT HOTELS IN INDONESIA

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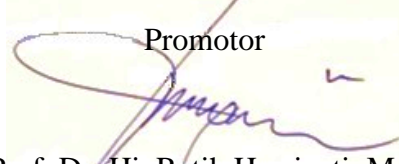
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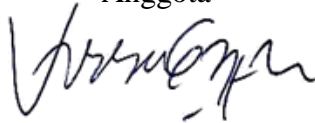
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ABSTRAK

Menurunnya tingkat hunian hotel *resort* berdampak pada keberlanjutan hotel *resort* di 10 destinasi wisata. Perubahan sikap dan perilaku para konsumen hotel *resort* lebih kompleks untuk dijelaskan. Tujuan penelitian adalah menganalisis model *revisit intention* pada hotel *resort* di Indonesia. Pendekatan deskriptif dan *explanatory survey* digunakan dengan 384 sampel para pengunjung hotel *resort* yang dipilih secara acak untuk memperoleh data tentang *revisit intention*, *switching cost*, *attitude*, *satisfaction*, *perceived value*, dan *brand image* pengunjung Hotel *Resort* di 10 Destinasi Wisata di Indonesia. Analisis data menggunakan SEM *co variant*. Hasil penelitian menunjukkan *Brand image*, *perceived value*, *attitude* hotel *resort* memiliki pengaruh terhadap *revisit intention*. *Switching cost* sebagai variabel yang memediasi secara penuh hubungan antara *brand image*, *perceived value*, *attitude* dengan *revisit intention*. *Brand image* dapat meningkatkan *perceived value* oleh karena itu *brand image* yang ditunjukkan oleh pihak hotel adalah *brand image* yang sesuai dengan referensi nilai-nilai pelanggan. Implikasi praktis terhadap pengambilan keputusan manajerial adalah meningkatkan fungsi *switching cost* variabel untuk mendorong *revisit intention*. Fokus perhatian yaitu pengembangan teori mengenai konsep biaya, risiko keuangan maupun sosial dan waktu bagi pengunjung *hotel resort*. Implikasi praktis terhadap pengambilan keputusan manajerial adalah meningkatkan fungsi *switching* variabel untuk mendorong *revisit intention* dengan cara mempercepat waktu pelayanan, mempermudah transaksi, mendorong kemampuan pengunjung untuk beradaptasi dengan perubahan-perubahan maupun inovasi untuk memberikan pengalaman berbeda setiap kunjungan.

Keywords: *Brand Image, Perceived Value, Attitude, Satisfaction, Revisit Intention* mengunjungi kembali *resort* hotel, destinasi wisata.

ABSTRACT

Changes in the attitudes and behavior of resort hotel consumers are more complex to explain. The purpose of this study is to analyze the model of revisit intention at hotel resorts in Indonesia. A descriptive and explanatory survey approach was used with 384 samples of resort hotel visitors who were randomly selected to obtain data on revisit intentions, switching costs, attitudes, satisfaction, perceived value, and brand image of resort hotel visitors in 10 tourist destinations in Indonesia. Data analysis using SEM co-variance. The results showed that brand image, perceived value, resort hotel attitude had an influence on revisit intentions. Transfer costs as a variable that fully mediates the relationship between brand image, perceived value, attitude and intention to revisit. Brand image can increase perceived value because the brand image shown by the hotel is a brand image that is in accordance with customer values reference. The practical implication for managerial decision making is to increase the switching cost function of the variable to encourage return visit intentions. The focus of attention is the development of theories regarding the concepts of cost, financial and social risk and time for resort hotel visitors. The practical implication of managerial decision-making is to increase the switching function of the variable to encourage return visit intentions, fast service time, ease of transactions, encourage the ability of visitors to adapt to changes and innovations to provide a different experience each visit.

Keywords: brand image, perceived value, attitude, satisfaction, revisit intention of hotel resorts, tourist destinations.

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